Patent Claims

1. A method of using an aqueous polymer dispersion as adhesive for self-adherent peelable films, tapes or labels, wherein the polymer dispersion contains from 0.1 to 10 parts by weight, based on 100 parts by weight of polymer, of an emulsifier A) containing a phosphate group.

2. A method as defined in claim 1, wherein the emulsifier comprises alkoxyl groups to an extent of at least 50 wt%.

3. A method as defined in claim 2, wherein the emulsifier contains both ethylene oxide groups and propylene oxide groups.

4. A method as defined in claim 1, wherein the emulsifier has a molecular weight of from 400 to 2000 g/mol.

5. A method as defined in claim 1, wherein the polymer dispersed in the polymer dispersion is composed, to an extent of at least 40 wt%, of so-called main monomers selected from the group comprising C_1-C_{20} alkyl (meth)acrylates, vinyl esters of carboxylic acids containing up to 20 carbons, vinyl aromatic compounds containing up to 20 carbons, ethylenically unsaturated nitriles, vinyl halides, vinyl ethers of alcohols containing from 1 to 10 carbons, aliphatic hydrocarbons containing from 2 to 8 C atoms and one or two double bonds, or mixtures of said monomers.

6. A peelable, self-adherent film, tape or label whenever obtained by a method as defined in claim 1.

7. A substrate whenever provided with a peelable film, tape or label.